

# Student Goldpack Awards 2012

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Aneesah Fulut was awarded IPSA's Student Gold Pack Award for the best research project in the packaging category. BMi Research, one of South Africa's leading research houses, sponsored the award, which included a R500 cash prize. The Student Gold Pack awards took place at the Inanda Club in Sandton on 18 October 2012.

"It certainly is a fitting result when effort invested is rewarded with great results. Having a curious mind like Aneesah, is key to being a great researcher," says Gareth Pearson, CEO of BMi Research. At BMi Research we see the Annual Student Goldpack Awards as a strategically vital initiative to bring fresh design and creative talent into the Packaging Industry. By supporting the awards through a special research award, we are rewarding students who apply research into their ideas and creative offers. Using research assists the students in fast tracking their own insights into substrate and design combinations which have been successful and then to apply these learning's to their own design.

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Aneesah Fulut, packaging and technology student from the Institute of Packaging South Africa (IPSA) with her Student Gold Pack Award, and Gareth Pearson, CEO of BMi Research.

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